



Sponsorship Proposal



Book'em's mission is to create a more literate Nashville and ignite children's passion for reading through book ownership and enthusiastic volunteers.

We envision a future in Nashville where all children own books and know first-hand the joy and value of reading. Because literacy and academic success are closely tied to a child's interest in reading, Book'em works to nurture a lifelong love of books in every child we serve.

Since our founding in 1989, Book'em has distributed more than 1.5 million books to children in Davidson County.

Our Programs & Partnership Opportunities



Powered by community support



Books for Nashville's Kids

Partners with schools and organizations in Davidson County to provide free books to youth ages 0 -18

Reading Is Fundamental

Places trained reading-role model volunteers in local elementary schools to read aloud and gift books to students five times throughout the school year

Read Me Day

Our annual celebration of literacy hosted at local elementary schools, designed to highlight the importance of books and reading through a memorable literacy experience

Book Bus

Travels to schools and community events in Davidson County to provide free books to youth and foster community outreach

Ready for Reading

Places dedicated reading volunteers in local early learning centers to build relationships with young children through weekly read aloud time

Book'em Breakfast Celebration

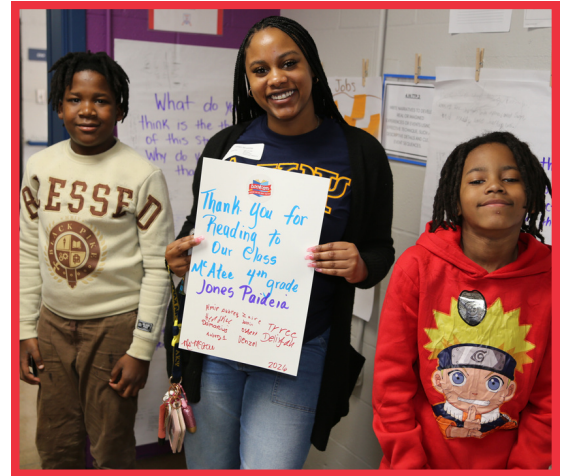
Bringing together community leaders and supporters to champion literacy and invest in programs that place books into the hands of children throughout Davidson County

Read Me Day

A day kids talk about afterward

Each year, in early spring, Book'em celebrates **Read Me Day**—a series of **literacy celebrations hosted at Nashville elementary schools that bring the joy of reading to life** through memorable, school-wide experiences.

In Spring 2027, Book'em will host Read Me Day celebrations at two schools, while another dozen schools will receive books for student giveaways. With support from sponsors, these celebrations bring together students, school staff, and community guests to build excitement around reading, enjoy stories read aloud by local leaders, and ensure students go home with brand-new books of their own.



Impact of Read Me Day

- **Creates a joyful, meaningful connection to reading** that supports long-term literacy development
- **Strengthens relationships** between MNPS schools, community and government leaders, and local partners
- **Creates shared experiences** that bring schools and the broader Nashville community together
- **Provides an opportunity for public and private partners** to demonstrate a commitment to literacy and education
- **Reinforces a community-wide culture** that values books, reading, and learning

Sponsorship Packages	\$20,000	\$10,000	\$5,000	\$2,500	\$1,500
Introduction at School-Wide Assembly	✓				
Logo on Bookplate	✓	✓			
Visibility on Social Media	✓	✓	✓		
Classroom Readers at Celebration	✓	✓	✓	✓	✓
Recognition in Signage	✓	✓	✓	✓	✓

Please reach out to Melissa Spradlin or Heather Patchett with any questions you may have about becoming a sponsor.

Annual Breakfast Celebration

A breakfast for our biggest fans

Book'em's Annual Breakfast Celebration is our largest and most impactful fundraising event of the year, bringing together supporters, volunteers, and community partners who believe in the power of books to change lives. It's a morning to gather and celebrate the shared work that connects children with books they choose and cherish.

Each year, the Breakfast brings together civic leaders, educators, business partners, and longtime supporters—often featuring a keynote speaker who champions literacy—to reflect on our impact and recommit to the work ahead. We honor the volunteers, staff, and supporters who have helped distribute more than **1.5 million books since 1989**, building home libraries and nurturing a lifelong love of reading for children across Nashville.

With the support of sponsors, the Annual Breakfast fuels Book'em's work throughout the year, helping thousands of children practice critical reading and literacy skills and ensuring books continue to reach the kids who need them most.

A Legacy of Literacy

- **1.5 million books distributed** since 1989
- **22,000+ children** supported and encouraged each year
- **180+ partner** schools, nonprofits, and agencies
- **300+ volunteers** serving students in MNPS schools annually

Sponsorship Packages	\$35,000	\$15,000	\$10,000	\$5,000	\$2,500
Presenting Sponsor Recognition	✓				
Leading Sponsor Recognition	✓	✓			
Podium Recognition During Event	✓	✓			
Visibility on Social Media	✓	✓	✓		
Recognition In Signage	✓	✓	✓	✓	✓
Recognition on Website	✓	✓	✓	✓	✓

Become a Breakfast Table Sponsor (8 seats) for \$1,000

Please reach out to Melissa Spradlin or Heather Patchett with any questions you may have about becoming a sponsor.

Book Bus

Where curiosity climbs aboard

Book'em's **Book Bus** brings books directly to children and teens across Davidson County—**meeting young readers where they are and transforming book access into a joyful experience**. Youth step aboard, browse the bus, and select books to keep, helping build home libraries and spark a love of reading.

Sponsor support helps distribute more than **10,000 books annually**, expanding access to books and building community connection.

Impact of the Book Bus

- **Expands access to books** by reaching children and teens in schools and community spaces across Davidson County
- **Builds home libraries** by placing high-quality books directly into the hands of young readers
- **Supports independent and family reading**, strengthening literacy development beyond the classroom
- **Creates visible community investment** in literacy through shared experiences centered on books and learning

The Birthday Bash

The Birthday Bash is a **free summer event** for children and families to gather for storytime, reading, family activities, and fun.

Please visit www.bookem-kids.org/book-bus/ for details

Activities

- Balloons
- Games
- Storytimes

Sponsorship Packages	\$25,000	\$15,000	\$10,000	\$5,000	\$1,500
Presenting Bash Sponsor	✓				
Logo on Book Bus (3 Years)	✓				
Recognition on Website	✓	✓			
Community Event Sponsor	✓	✓	✓		
T-Shirt/Merch Sponsor	✓	✓	✓	✓	
Stock the Bus for School Visits	✓	✓	✓	✓	✓

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Reading Is Fundamental

Built on showing up, ready to connect

Book'em's **Reading Is Fundamental (RIF)** program **connects elementary students with caring reading role-model volunteers who return to the same classroom throughout the school year**. Over time, these visits become something children look forward to—recognizing a familiar face, sharing stories, and building confidence as readers.

During each visit, volunteers read aloud and help students select books they are excited to take home. These moments—choosing a book, talking about a story, and being seen—help children build personal home libraries and develop a genuine love of reading that extends beyond the classroom.

With sponsor support, RIF brings together families, teachers, and community volunteers to make reading a shared, meaningful experience at school and at home.



Impact of Reading Is Fundamental

- **Builds meaningful relationships** through consistent engagement across **five classroom visits**
- **Increases book ownership** by placing **five student-selected books** in each child's home
- **Supports classroom literacy** with additional books for teacher use
- **Engages families** with reading tips in **six languages** frequently spoken among MNPS English Language Learners
- **Strengthens community connection** through the involvement of nearly **300 volunteers**

Adoption Packages	School \$15,000+	Grade \$3,000	Classroom \$500
Visibility in Social Media	✓		
Recognition on Website	✓	✓	
Recognition in E-Newsletter	✓	✓	
Recognition in RIF Book Room	✓	✓	✓

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Books for Nashville's Kids

Getting books where they belong

Books for Nashville's Kids (BFNK) is dedicated to empowering children through book ownership. Through BFNK, Book'em provides thousands of books to Nashville organizations serving children and teens (ages 0-18), ensuring young people have access to books they can read, share, and keep.

Book'em partners with Metro Nashville Public Schools, Habitat for Humanity, the Metro Public Health Department, Davidson County Juvenile Court, and more than **180 other school and community organizations** to place books directly into the hands of children across our community.

Sponsors are recognized through name and logo placement:

- On the Book'em website
- In the BFNK Book Room
- On stickers affixed to boxes distributed to partner organizations
- On printed materials for community book drives



Sponsorship Packages	\$15,000	\$10,000	\$5,000	\$2,500
Warm Reads, Warm Hearts Provides books for the more than 2,000 children experiencing housing insecurity in partnership with the Metro Nashville Public Schools Homeless Education Resource Office (HERO).	✓			
Bilingual Book Sponsor Ensures that bilingual books are available to students who need them, in English and the language they speak at home.		✓		
Board Book Sponsor Allows us to purchase new books for babies/toddlers and their families			✓	
Book Drive Sponsor Options Include: Black History Month, Spring, Summer, Back to School, Fall, and Holiday				✓

Please reach out to Melissa Spradlin or Heather Patchett with any questions you may have about becoming a sponsor.

Thank You

for your interest in supporting Book'em

Your partnership helps connect children across Nashville with books they choose and cherish—building home libraries, confidence, and a lifelong love of reading.

For more than three decades, Book'em has worked alongside families, schools, and community partners to make reading a joyful and accessible part of children's lives. Through consistent relationships, meaningful book access, and shared experiences around stories, we help children see reading as something that belongs to them.

Your support makes this work possible, ensuring books continue to reach children and that reading remains a source of connection, curiosity, and opportunity.

What Research Shows

- **Only 40% of Tennessee third graders are reading on grade level.**

However, this is the highest proficiency rate since 2017.

Tennessee Department of Education

- **The number of books in a child's home matters.** A landmark international study found that children who grow up with books at home achieve higher literacy and educational outcomes later in life.

Evans, Kelley & Sikora

- **Home libraries support reading success across backgrounds.** Access to books at home is one of the strongest predictors of reading frequency and literacy development, independent of family income or parent education.

Scholastic Research & Validation

Contact Us

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